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G3, Bachelor's Course
Course Code: 2EN50E
Credits: 15
Date: 4 June, 2013

Advertisements in English in a non-English speaking country

*A study on the use of English in Swedish magazine
advertisements*

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Abstract

In today's globalized world there are not many limitations in the communication between people, and companies from different parts of the world. There are several methods companies can use to reach out to people, and one method is through magazines. When reading a magazine it is nearly impossible to not notice advertisements. The purpose of this thesis was to explore how the English language is used in Swedish magazines. Also, how do Swedish companies versus foreign companies use English in their advertisements in Sweden? This is a qualitative study in which four different magazines, and two issues from each were observed. Several studies have been completed on advertising and language, and those studies are introduced and discussed in this study. However, few studies have been done on the language in advertisements in Swedish magazines. The method consisted of documenting and saving all the advertisements in the magazines, and their language choices were then analyzed. This study reveals that English is used in Swedish advertisements to a notable extent. Nevertheless, there were some interesting differences between foreign companies and Swedish companies. For instance, in some cases Swedish companies used English to a greater extent than the foreign companies.

Keywords: Advertisement, Advertising, Language of advertisements, Swedish, English, ELF

Table of contents

1. Introduction	1
<i>1.1 Aim, scope and research questions.....</i>	<i>2</i>
2. Previous studies.....	3
<i>2.1 English as a lingua franca and English in Swedish advertisements.....</i>	<i>3</i>
<i>2.2 Advertisement and language</i>	<i>7</i>
3. Material and method	10
4. Results and analysis	12
<i>4.1 English in a selection of Swedish advertisements</i>	<i>13</i>
<i>4.2 On the use of English in Swedish companies' advertisements.....</i>	<i>17</i>
<i>4.3 On the use of English in 63 foreign companies' advertisements</i>	<i>20</i>
5. Conclusion	22
References.....	24
Table of figures.....	26

1. Introduction

Globalization is a phenomenon that is not new, even if the term is (Bauman,1998:59f). According to Curtin (1984:71) people moved around in the Mediterranean as early as 7000 B.C to trade with each other. This happened before the urban civilization had come into existence (Curtin 1984:71). According to NE ([www]) this has changed; if a person has access to the Internet, he or she can reach the whole world from a computer. In 2005, approximately 320 million computers had access to the Internet. In 2011, the number escalated to 5 billion computers (NE [www]). Therefore, it could be safe to say that if the trend continues the same way as it has, there is a huge possibility that many more computers will have access to the Internet in the future. Instead of travelling from Sweden to the US in order to trade merchandise, we now have eBay, and other Internet websites where almost everything can be traded. YouTube, Facebook, Twitter, and Instagram are just a few social networks where people can connect with each other from all over the world. The language that connects and makes it possible for people from two parts of the world to communicate is at many times English. Globalization can be seen on many levels; culture, politics, business etc., and has now also reached advertising. Fill (2006:172) claims that advertising influences audiences by informing them or reminding them of a product. The goal is to persuade a potential buyer to buy the product. Advertisement can be done on a direct, local, national or, international basis. Advertisements can also come in many shapes. Advertising can be done through social promotion, or there could be a billboard on the side of the road. TV and radio are also channels used to reach out to more people. Advertisers use media channels such as radio and TV to promote their products and services (Fill 2006:172). This thesis will research the advertisements in magazines and companies' websites.

According to Lindblom et al (2013:13) there has been controversy in Sweden when it comes to the "Americanization" of the society, with for example advertisements in English. Not everyone appreciates the growth of the English language, whilst the Swedish language is being pushed out of the spotlight. The expressions that are sometimes used in advertisements may seem strange to an observer. The native language, which in this case is Swedish, will over time be erased more and more, and the process should be stopped before English, instead of

Swedish, becomes too integrated in the Swedish society (Lindblom et al 2013:13). Lindblom et al (2013:32ff) find, for instance, the Tele2 commercial, which involves a sheep speaking English humorless. The commercial is entirely in English without any subtitles. At the same time the commercials are made in a way that could be compared to an American soap opera. The sheep Frank is the main character, and he makes jokes and says, for example, “Ha ha ha. Who speaks Swedish anyway?” (Lindblom et al 2013:33). This is something the authors do not find amusing at all. Instead, they consider that the English used in this commercial is misused. Since English is a language not spoken by every person in Sweden, it can be impractical to use a language people may not understand (Lindblom et al 2013:32ff). This topic could be argued to be very current, and a topic that could be regarded as interesting to be examined.

This study involves advertisement, but as mentioned earlier, advertisement can be seen in many different forms. This study’s main focus is on print advertisements in magazines. The Swedish magazines ‘M3’, ‘Vagabond’, ‘Vi Föräldrar’, and ‘Teknikens Värld’ will be examined in this study. According to Crystal (2003:93f) print advertisements in, for instance, magazines increased by the end of the nineteenth century. The reasons for the increase were economic and social factors. Publishers in the US realized advertisements would generate revenue, and the revenue would enable them to lower the selling price of their magazines (Crystal 2003:93f).

1.1 Aim, scope and research questions

The aim of this study is to investigate how English is used in Swedish advertisements. It will also examine how English, or if it has found a way to work together with the Swedish language. To what extent the two languages are used together in advertisements is an example of what the research will focus on when investigating how the two languages work together. Four different Swedish magazines will be examined in this study and two issues from each magazine will be observed.

In order to reach this aim the following research questions will be answered:

- How is the English language used in Swedish magazine advertisements?
- How do the Swedish companies in this study use English in their online advertisements and in print magazines?
- How do the Swedish companies in this study use English on their websites?

This thesis is divided into five sections. Section 2 is the theoretical background where previous studies on this subject will be presented. Section 3 comprises the material and methods, where an overview of the materials used in this study will be shown. Furthermore, the methodology will be presented. Section 4 contains the results and the analysis where the material will be presented and an analysis of the material will be shown. Section 5 is the conclusion of this thesis.

2. Previous studies

This section is divided into two sub-sections. Section 2.1 is about English as a lingua franca, and about English in Swedish advertisements. In section 2.1 the topics globalization, the expansion of the English language, and how English is used in Swedish advertisements are discussed. In section 2.2 Advertisement and language, previous studies about advertisement and language will be presented.

2.1 English as a lingua franca and English in Swedish advertisements

Crystal (2003) claims that a lingua franca is appreciated by millions of people. The capability of having a lingua franca that serves global human relationships is valued. According to House (2003), a lingua franca could be said to be a language of commerce with only a little room for individual distinction. However, currently global English is highly flexible and different, depending on which domain it derives from. Examples of domains are media, lifestyle, culture, and advertising. The expansion of the English language to numerous domains is astonishing in the sense that it has led to the fact that there are more non-native speakers than there are native speakers of English. Therefore, it can be said that English is not “owned” by its native speakers any longer (House 2003).

Furthermore, English is the closest thing to a global lingua franca that the world has ever had. In the early 2000s, a quarter of the world’s population was estimated to be fluent or competent speakers of English, which are approximately 1.5 billion people in the world (Crystal 2003:6). A prediction is that half of the world’s population will be speaking or learning English by 2015 (British Council [www]).

According to Seidlhofer (2011:2), English is not merely an international language in the 21st century. It is the international language. Even though some people compare English to former world languages such as Latin or Arabic, it is not regarded as the same. For instance, no other language has ever had the equivalent global expansion, or the social rank and authority like English (Seidlhofer 2011:2). Seidlhofer (2011:7) continues to claim that for the first time in history one language has reached a genuine global dimension. English has spread across continents, domains, and social strata. The consequence is that English is formed as much by non-native speakers as by native-speakers. The Internet has accelerated the entire process (Seidlhofer 2011:7). However, something that needs to be separated from English as a lingua franca (ELF) is English as a foreign language (EFL) (Seidlhofer 2011:17). Seidlhofer (2011:17f) emphasizes that the acronyms are similar, but the notions are not. When an individual learns EFL, he or she is told to strive to do as the natives do. Identification is for various intentions made with the native people and the native countries. It might be because the learner wants to travel there, appreciates the literature from the country, or desires to migrate to the country. However, ELF is different. ELF is lead by different needs and wants, and is adapted to the needs of intercultural communication. An example is a business conference in Sao Paulo, Brazil where the 20 participants all derive from different countries. The language shared by all the participants is the language that is used. The lingua franca is used to reach the objective of a good communication (Seidlhofer 2011:17f).

Svartvik and Leech (2006:2ff) mention Kachru's three concentric circles. He suggests that spoken English around the world could be described through the illustration of these three concentric circles. The three circles are:

- *The inner circle* – In this circle, countries like Great Britain, USA, Canada, and Australia belong, among others. Most of the inhabitants in these countries have English as their first language.
- *The outer circle* – The old British colonies are examples of countries in the outer circle. In several of these countries English is an official language. Often English is used to a vast extent in media, education, administration, and other branches.
- *The expanding circle* – Countries like Sweden, Germany, the Netherlands, and several others fit in this category. English is learned as a foreign language

because it is found beneficial, or even vital. The language is widely used in sports, business, education, and multiple other branches. Even though the inhabitants do not live in an English-speaking country, many use English continuously. This circle may in the future be renamed to the *expanded circle*, because sooner or later the expansion will reach a saturation point (Svartvik & Leech, 2006:2ff).

According to Svartvik & Leech (2006:231), countries in Northern Europe such as Sweden, Norway, and the Netherlands, among others have an advantage when learning English. The citizens of all these countries speak Germanic languages, and their mother tongues have already connections to the English language. Furthermore, Sweden has a long tradition of learning English to children in school from an early age. The exposure to the English language is also very high in these countries through TV and films. Furthermore, films and TV series have subtitles, instead of being dubbed to the native language in Sweden (Svartvik & Leech, 2006:231).

Regarding the use of English in Swedish advertisements, there have been some previous studies of the topic. For instance, Smith (2013:17) studied the English used in Swedish advertisements, and claims that all is fair in love and war, and points out that the same seems to apply to advertising. Advertisements are supposed to be seductive, irresistible, and selling. With the use of advertisements a company is expected to beat all the competing companies, and every legal measure should be taken (Smith 2013:29). Smith (2013:29) suggests that the English language used in Swedish advertisements is poor. The cause of this could be because most of the advertisers have not studied English after high school, and therefore their proficiency in English is purely basic. A person that has studied English in high school is approximately at a B1 or a B2 level on the CEFR-scale (Council of Europe [www]). They do not have the right amount of comprehension, and therefore they might fail to convey a deeper denotation in their advertisements. This does not matter to many Swedes, since they do not have the right amount of comprehension either. However, for a native English speaker in Sweden, those advertisements could seem senseless or in some cases plain (Smith 2013:34). Smith (2013:31) gives the example of an advertisement from a newspaper for the “Fenix Outdoor Management Training Program”. The program is searching for “top young graduates” and the training lasts for one and a half year. The site for the education is “where the world will be your

working place”. The product is particularly interesting according to Smith (2013:31). However, *working place* is incorrect because *workplace* is the correct word that should be used (Smith 2013: 31). This is an example of how English can be used inadequately in advertisements.

Erixell (2013:38ff) suggests that the usage of English has reached inflation. English is used when naming new buildings, such as the Swedish national stadium ‘Friends Arena’, and airports with mainly domestic flights such as ‘Karlstad Airport’. It is illogical that English is used even in places that are aiming only at Swedes (Erixell 2013:38ff). The national stadium is named after an organization named ‘Friends’, whose agenda is to battle bullying. However, it is still an English word, even though it is the name of an organization.

Moreover, Lindblom et al (2013:160ff) observed Språkförsvaret in Sweden, which is an organization that works on its own without any political affiliations. They work to hold the Swedish language alive. Språkförsvaret conducted a survey in four Swedish high schools in two cities, in October 2012, to see if English in fact, does sell better than Swedish among young Swedes. A way for companies to seem modern and appeal to younger people is to use English instead of Swedish in their advertisements. For instance, companies use whole phrases, or just a catchword. They found that 8.7% of the respondents have bought a product based exclusively on the fact that the advertisement was in English. They also found that 13% of the respondents have refused to buy a product based exclusively because the advertisement was in English (Lindblom et al:160ff). This result is noteworthy to see, because if one would draw a conclusion from the study, it would denote that the English language in advertisements is insignificant for most buyers, or even something that could be seen as something negative.

Before moving on section 2.2, it should be pointed out that the studies from the Swedish contexts presented above need to be looked at in a critical way. Even though Språkförsvaret is not an organization with political affiliations, they have their own agenda. There is a risk that the questions could have been misleading, which possibly could have helped Språkförsvaret to get the answers they were hoping for.

2.2 Advertisement and language

English is not only integrated in business where many international companies use English as a working language. The English language has also reached the consumers. Svartvik & Leech (2006:229f) mention MTV's David Flack who claims that English is considered being "cool", particularly among young people. Therefore, English is the language frequently used in brand names, advertising, and popular media. *Decorative use* is a phenomenon, where shopping bags and T-shirts have prints on them in English. The usage of the language is not communicative, but emblematic (Svartvik & Leech, 2006:229f). According to Armstrong et al (2009:598), *advertising* is "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor".

Smith (1982 cited in Kelly-Holmes, 2005:8) describes the language of advertising as a "functional dialect". It is a term that describes the product of a process where the language is chosen for a purpose, and to fill a function (Smith 1982 cited in Kelly-Holmes 2005:8). According to Crystal (1997 cited in Kelly-Holmes, 2005:8), language can be used in various ways to fill different types of functions. The *expressive function* is used when expressing feelings or emotions. The *directive or vocative function* is used when offering advice or recommendations. The *informational function* has the purpose of informing, reporting, or describing something. The *interactional or phatic function* is used to create, uphold, and finish contact between two people. The *poetic function* is used when trying to communicate something through a code that would not be possible to communicate otherwise. Each of these functions can be found in advertising. (Crystal 1997 cited in Kelly-Holmes 2005:8).

Furthermore, an advertisement can contain text in more than one language. According to many linguists, the word multilingualism sounds very positive (Kelly-Holmes 2005:1). Associations that could be made to the word are pluralism, multiculturalism, and diversity. Multilingualism may differ between the use of it in the market, and in advertisements. In some cases it can be one word, a whole sentence, an entire text, or blocks of texts in an advertisement (Kelly-Holmes, 2005:1). For instance, a slogan is possibly in English, or the information about a product is in English. According to NE ([www]), which is the largest Swedish encyclopedia, a *slogan* is a short maxim, used as a catchphrase in propaganda, or

advertisement contexts. Kelly-Holmes (2005:67) argues that English, in contrast to other languages, for instance, Spanish, French, and German is independent from the countries in which it is spoken. The consequence is that frequently, but not continuously the usage of English does not convey any stereotypes. Nevertheless, it would be naive to believe that this does not occur under any circumstances.

Furthermore, consumerization and socialization, into the consumer society transpires primarily through language and examples (Kelly-Holmes 2005:4). According to Kelly-Holmes (2005:4), children in the developed world are exposed to 20 000 commercial messages per year. In Europe, the amount is growing by 15-20% per year. When children are between the age of 4 or 5, they can distinguish between programs and advertisements. However, they are not able to understand persuasion. Even if a child cannot read, he or she can be able to identify brands (Kelly-Holmes 2005:4).

Hornikx et al (2010) discovered some advantages to the standardization of advertisements. First, a campaign is less expensive if it is standardized. Second, it is simple to keep control of activities across the borders that the company has through standardization. Third, through standardization, companies are empowered to produce a global appearance of their company. Instruments for producing the image are: using a brand name, headline, logo, and slogan. The headline and logo are the two instruments where English might be used. According to Hornikx et al (2010) advertisements in English will in some cases give the product modernity. At the same time, standardization has gained a great amount of criticism. Even if the world is globalized, there are still countless different cultures. Therefore, advertisements should be adjusted to cultures (Hornikx et al 2010). Hornikx et al (2010) completed a study where they studied the relationship between comprehension and appreciation of the English language in slogans, in six advertisements. They created two advertisements that were indistinguishable in every way, except for the slogan; one was in English, and the other in Dutch. The 120 participants derived from various educational backgrounds (Hornikx et al 2010). Hornikx et al (2010) found in their study that the English advertisements were appreciated to greater lengths if the language was easy to comprehend.

However, Kelly-Holmes (2005:179) found that most advertisers consider multilingualism to be a problem. The relationship between advertisers and multilingualism is described as nearly schizophrenic. Advertising and marketing

strategists problematize multilingualism. However, they also highlight multilingualism to differentiate the images of brands and products. Moreover, Kelly-Holmes (2005:182f) considers English as the most successful “foreign” language in global advertising. English is used as a lingua franca in international advertising, and it is also the default language used in global media. Regardless of which country a corporation originates from, their website is in English (Kelly-Holmes 2005:182f). Piller (2001) observed a selection of German companies in her study, and discovered that they used slogans in English in order to appear international. The reason is that everybody wishes to be seen as a “global player”, and the easiest approach to accomplish this is by using the English language (Piller 2001). According to Kelly-Holmes (2005:71f), companies also use English when trying to have a cosmopolitan or modern association. The German national carrier ‘Lufthansa’ used English in their slogan, “There’s no better way to fly”. However, the rest of their advertisement was in German. Even though the advertisement was located in the German magazine, ‘Der Spiegel’, the Internet address specified was the dotcom English one. When people reach their website it is in English, and they have to change the language to German (Kelly-Holmes 2005:71f).

As mentioned earlier, the English language is considered “cool”. For instance, Kelly-Holmes (2005:73f) brings forward the German company ‘Volkswagen’. In one of the company’s advertisements there is a combination of German and English. The advertisement was located in a German magazine, and the target market was the German population. As a result, there was no cause for the advertisement not to be completely in German. Therefore, the question of why English was used in the advertisement was raised. The advertisement was for the New Beetle cabriolet car. The car is considered to be trendy since it is a cabriolet. People who will buy it are most likely trendy, and English was used to attract those trendy people (Kelly Holmes 2004:73f).

Kelly-Holmes (2005:46f) also mentions how the German car manufacturer Audi use their slogan “Vorsprung durch Technik” in their advertisements. From the late 1980s, the slogan appears on every billboard, television, and print advertisement for the company. The slogan, which is not translated has a deeper denotation and is not something that they find necessary to communicate. Therefore, the slogan is never explained in their advertisements. Instead, they try to convey a feeling of true German

engineering (Kelly-Holmes 2005:46f). Audi is a clear example of how a company uses its native language as an advantage, despite not everyone understanding German. Furthermore, an advertisement does not have to be in only one language. According to Kelly-Holmes (2005:10), code switching has been studied and recognized by linguists for a long period of time. Code switching denotes that it occurs switching between different languages. Holmes (1992 cited in Kelly-Holmes, 2005:10f) lists various possible causes for code switching:

- The code switch could be specific for a certain situation. For instance, a motivation for the usage of code switching could be: the aspiration to greet or include individuals who are speakers of other languages.
- The code switch might also be topic-related. For instance, when individuals are at home and discuss a subject in a different code or language. This can encourage the usage of English in advertisements, which are otherwise in another language, exceptionally advertisements for technical products. (Holmes 1992 cited in Kelly-Holmes 2005:10f)

Kelly-Holmes (2005:70) claims that the usage of English in German advertisements for technical products can be explained in a simple way. The aim is not to make associations to, for example, American culture. Instead the language is elected because English is prevailing in many scientific and technical fields. This leads to the use of English when advertising products that are linked to science or technology. The technical lexicon has leaked into advertisements and is frequently used (Kelly-Holmes 2005:70). Kelly-Holmes (2005:70) brings forward the example of a Toyota commercial where the word *crash-test* was used. In the text, the term seemed to be a domesticated word, and *crash-test* appeared to be a purely technical term, and not an English word (Kelly-Holmes 2005:70).

3. Material and method

This study has a positivistic approach, meaning that the author is as objective as possible. The aim of this method is that if someone else wrote this study, the outcome would be the same. This is an aim to strive for, but it can be challenging not to be

subjective at all (Patel & Davidson, 2011:23ff). However, this is something that the author of this study strives for. A qualitative method is used, which means that the intent is to find a deeper understanding of, for instance, a text (Patel & Davidson 2011: 120). In this case, the texts are advertisements. The opposite of qualitative studies are large quantitative studies, which process great amounts of numbers (Patel & Davidson 2011:111).

This study researches four of the most known and read magazines in Sweden. The aim is to examine how many advertisements are entirely, or to some extent in English. The author of this study compares the difference between the magazines, the companies that advertised themselves in the magazines, and the types of advertisements. The magazines, which are used in this study are ‘M3’, ‘Vagabond’, ‘Teknikens Värld’, and ‘Vi Föräldrar’. Two issues were scanned from each magazine. The cause for why these four magazines were chosen is because they were not related to each other in many ways. Magazines that target different audiences would most likely have different advertisements, to at least some extent. ‘Vi Föräldrar’ and ‘Teknikens Värld’ were accessible online, via the Linnaeus university library. ‘M3’ and ‘Vagabond’ were accessible in printed form at the Linnaeus university library. The primary choice for this study was ‘Illustrerad Vetenskap’. However, the magazine had almost no advertisements at all. Therefore, a decision was made that it was not a magazine that was acceptable for this study. Instead, the magazine ‘M3’ was chosen. Some information about the magazines will be given below:

- ‘M3’ – is a magazine that focuses on consumer electronics. Mobile phones, TVs, Hi-Fi, computers, and other devices are tested and evaluated. News, trends, and commentaries are some other elements that occur in the magazine. The magazine’s publisher is IDG, and Daniel Sjöholm is editor in chief.
- ‘Teknikens Värld’ – is a magazine that concentrates on cars. The prime focus is on news about new cars. However, they also have tests where they test and compare cars that are similar to each other. Other tests are about, for instance, safety or tires. Bonnier Tidskrifter AB is the magazine’s publisher, and Daniel Frodin is editor in chief.
- ‘Vi föräldrar’ – is a magazine that focuses on children and parenting. The focus is on young children, from newborns to the preschool age. There are

several articles and interviews in the magazine. Bonnier Tidskrifter AB is the publisher, and Louise Bratt Tidmarsh is editor in chief.

- 'Vagabond' – is a travel magazine. Articles about destinations and reviews are highlighted. Egmont Tidskrifter is the publisher, and editor in chief is Tobias Larsson.

The data were collected by visiting the Linnaeus University library, and using the library's magazine database at Mediearkivet (2013 [www]) When the data were collected from the magazines in the physical form, pictures were taken of every advertisement in the magazine. When using the online source, every page that had an advertisement in it was saved as a .pdf-file. A total of 216 advertisements were observed, and 24 of the advertisements recurred once more. Since two issues of the same magazine were observed, it was not a surprise that one advertisement was seen more than once. What could have been done differently to avoid this was that two issues from two different years could have been observed. Another problem with the material was that the online database that was used for two of the magazines was not very user-friendly. It took a while before the author of this study understood how to navigate through the website. The study could have been carried out differently if one had a better plan on how to analyze the data. The way they were observed in this study was by using issues for March and April.

Furthermore, the author of this study visited some Swedish companies' websites to see how they use English online. According to Kozinets (2011:262), *netnography* is a type of online-ethnography with guidelines and procedures for participating observations. Netnography is adapted to the distinctive characteristics in social networks and online cultures, which are expressed through computer-aided communications (Kozinets 2011:262).

4. Results and analysis

In this section the results will be presented along with an analysis of the results. This section is divided into three sub-sections. The categories explained below will be used when describing the results in all of the sub-sections.

The different categories for the advertisements are:

- Completely in English – The texts in the advertisements are entirely in English with no Swedish words at all.
- More than half in English – 50% or more of the text is in English. However, since it is an advertisement, the visibility of English compared to Swedish is examined. For instance, depending on the font size, three words in English can be more visible than fifteen words in Swedish. Therefore it is not only a word count.
- Slogan in English – The text in the slogan (defined on page 3) is not translated into Swedish.
- Multiple words in English – The texts in the advertisements that are in this category have more than one English word, but English is still in a minority. This category also differs from the slogans because there can be random words in this category.
- One word in English – Only one word in the text is in English. A product name, a company's name, or a random word can be in English.
- Completely in Swedish – The text in the advertisement is entirely in Swedish with no English at all.

4.1 English in a selection of Swedish advertisements

Figure 1 below shows the variations between the advertisements. The different categories that have been presented above are in the center of this section. As illustrated in Figure 1, 49% of the advertisements used in this study had no English at all. However, 51 % used English to some extent. This is a high level considering that the advertisements are in magazines, which are targeted to non-native English speakers. 21% of the advertisements had multiple words in English. This group of advertisements, which had English to some extent, was the most popular one. The range was quite extensive. Some advertisements had two words, whilst others had more than ten.

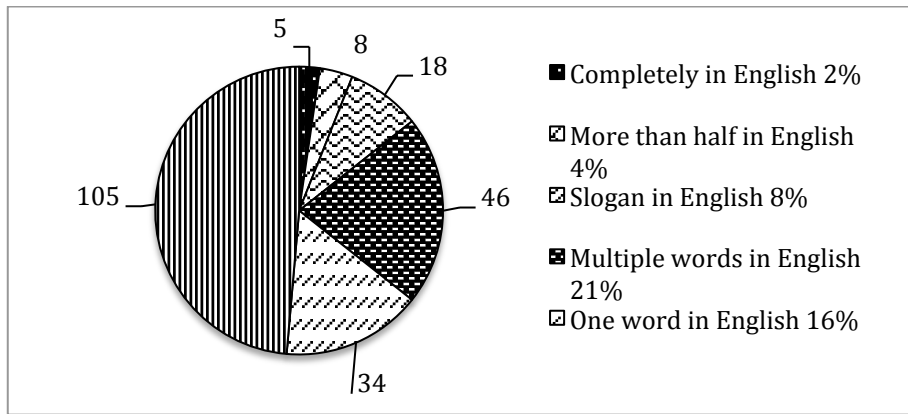


Figure 1 English in a selection of Swedish advertisements

There were only five advertisements completely in English, and those were for the companies ‘GoPro’, ‘Vietnam Airlines’, ‘amazing Thailand’, and ‘Novastar’. Firstly, ‘Vietnam Airlines’ had two identical advertisements in the magazine ‘Vagabond’. These advertisements had a few pictures, and names of a few destinations. Their slogan and brand name were written with a large font size. Secondly, ‘GoPro’ is a company that specializes in cameras for adventurous purposes. The advertisement for the ‘GoPro’-camera involves a man who is skiing. He has a camera on top of his helmet and appears like he is enjoying himself. Below there are specifications for the camera and a zoomed in view of the camera. Thirdly, ‘amazing Thailand’ is an advertisement where there was a picture of their nature and with a group of Buddhist monks walking on a mountain. The advertisement also had a picture of a beach. There was not much text at all. Instead, there was a slogan and the name of the company’s website. Fourthly, ‘Novastar’ is a company that will be mentioned more in the results of this study. The company manufactures children’s clothes, and in their advertisement there are pictures of children wearing those clothes. The advertisement is for their spring/summer line.

Figure 2 is an advertisement for the company ‘Novastar’. The company is Swedish, and their advertisement is completely in English. Figure 3 shows an advertisement for ‘LEGO’, whose advertisement is in Swedish. However, they chose to keep their slogan “so many ways to play” intact in English.

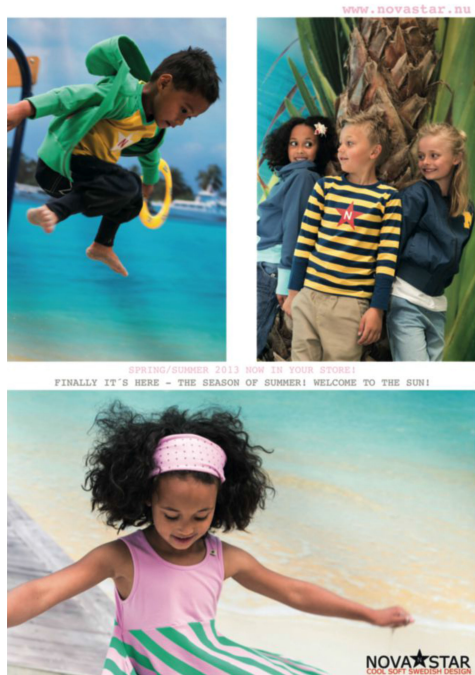


Figure 2 Advertisement for 'Novastar'



Figure 3 Advertisement for 'LEGO'

During the observations it was noticed that some companies, such as 'LEGO' and 'Momondo' (a travel website) chose to keep the slogan in English whilst having the rest of the advertisement in Swedish. In contrast to this, 'Pampers', translated their slogan into Swedish. One of the most interesting findings was that the company 'Novastar', which is a Swedish clothing company, chose to have their whole advertisement in English. Erixell (2013:38ff) mentioned how English has reached inflation in Sweden, and that it is almost overused. This example proves his point because it expressly says in the advertisement "Novastar – cool soft Swedish design". It is apparent that 'Novastar' is a Swedish company. Since the advertisement is in 'Vi föräldrar', which is a magazine written purely in Swedish, it is very likely that the magazine will be read almost exclusively by Swedish people. Still, Novastar has chosen to use English as the only language in this particular advertisement. What is interesting is that Novastar does not have a dotcom website. Instead, they use the domain .nu, which is widely used in Sweden, since it means *now* in Swedish. When the website was entered the language was Swedish. However, it says in the upper left corner, "Novastar – cool soft Swedish design". One could think about the case of Audi, which Kelly-Holmes (2005:46f) mentioned. Audi kept their slogan in German to show that it is German engineering. In the case of 'Novastar', they chose to use English in their slogan. However, they also chose to write "Swedish", which could

indicate that they are proud of their native country. However, they are perhaps not proud enough to have the slogan in Swedish. One reason why they chose to write in English could be because, in contrast to Audi, 'Novastar' is a company that was founded in 2004, and is not renowned yet. One could assume that most of the people who have any knowledge about cars know that Audi is German and that the slogan therefore, is in German. In contrast, since 'Novastar' is such a young company, there is a chance that many people do not know that the company 'Novastar' exists, let alone that it is Swedish. Therefore, if the slogan was "svensk design", people might not understand that "svensk" means Swedish. The language is not distributed in multiple countries, as is the case with the German language.

Kelly-Holmes (2005:4) found that consumerization and socialization into the consumer society happens at a very early age. She also found that children are exposed to thousands of advertisements every year. Furthermore, children are able to recognize brands at an early age. At the age of 4 or 5, they can even distinguish programs and advertisements (Kelly-Holmes 2005:4). 'LEGO' is one company that children see plentiful of. A connection could be made between popularity, and language. There is a high probability that most children, at least in Sweden know what 'LEGO' is. Younger children most often do not know how to read, but all they need to see is a small building block or the logo, and the reaction will most likely be that a child says that it is 'LEGO'. At the same time, 'LEGO' is such a powerful brand that almost every type of plastic toy building block for children is called 'LEGO'. This could indicate that 'LEGO' does not put their foremost focus on the text, but instead on the pictures. This particular advertisement is clearly targeting toddlers' parents; with its product range 'DUPLO', which is for younger children.

When comparing the magazines, one could see some differences. 'M3', which is a magazine targeted at people who like technology had in total 21 advertisements. 8 of the advertisements were completely in Swedish. Not any of the advertisements were completely in English in 'M3'. Kelly-Holmes (2005:70) found that in the field of technology English is used to a considerable amount. However, this does not appear to apply to the magazine 'M3'. The travel magazine 'Vagabond' had a total of 46 advertisements. Out of the 46 advertisements, 50% were to some extent in English. The result could be seen as something, which is not surprising. The majority of the advertisements are from travel agencies, airlines, and travel websites. 'Vagabond' turns to people that want to explore the world, even if they only read the magazine,

and do not travel themselves. English is the international language in the world, according to Seidlhofer (2011:2). Therefore, it is logical that English is used in advertisements that are about travel. ‘Vi föräldrar’, which is a magazine targeting parents of young children. Almost all of the advertisements had a connection to children, except for a couple which instead targeted pregnant women. The amount of advertisements that were completely in Swedish was 50%. This is the same number as it was for ‘Vagabond’. However, here there was a larger amount of surprise for the author of this study. The surprise was based on mainly the fact that ‘Vi föräldrar’ is connected to the home, babies, and families. Therefore, it would be more logical if several more of the advertisements were in Swedish, since the magazine is about matters that are close to home. ‘Vagabond’ on the other hand is not about matters that are close to home. ‘Teknikens Värld’ is a magazine targeting people that are interested in cars. Just like in ‘M3’ there were not any advertisements completely in English in the two issues. However, there was not as much surprise here as it was with ‘M3’. The reason why ‘Teknikens värld’ did not have any advertisements completely in English could be because it is not applicable on the target audience. One could guess that some of the the readers of ‘Teknikens Värld’ are auto mechanics. In most cases auto mechanics only have a high school education, and advertisers might know that. Therefore, instead of maybe proving Smith’s (2013:29) point that advertisers use poor English in advertisements, the advertisers instead use the Swedish language.

4.2 On the use of English in Swedish companies’ advertisements

In this section Swedish companies, and their use of English in their advertisements will be explained. Figure 4 shows how much Swedish companies’ use the Swedish language versus the English language in their advertisements. The range goes from no amount of English to completely in English.

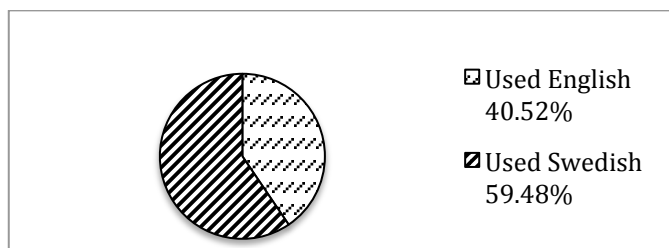


Figure 4 the use of English in 153 Swedish companies' advertisements

Out of the 153 Swedish companies, 62 used English. The Swedish company 'Maxomorra' had everything in their advertisement in Swedish, except for the text below the Swedish flag, in the upper right corner, which said "Swedish Design". Moreover, the website was a dotcom website. When one reached the webpage, English was the default language, and in the menu for choosing a language, Swedish was the second language in the list. However, even when one changed the language, the website was still in English. There probably was some error on the website that caused this. According to Kelly-Holmes (2005:71f) 'Lufthansa' had chosen to have their default website in English, even though they are the national carrier for Germany. Now 'Lufthansa' is an extreme example in contrast to 'Maxomorra', which is only a Swedish brand for children's clothing. Furthermore, a decision was made to look at the website to see where the most of their sales were, and it was actually in Germany. One could argue that it is strange that the website was not firstly presented in German.

53 advertisements out of the 62 advertisements in English had only a few words in English. It could be a slogan, the company's name, and in some cases the product. One word that was frequently used was the preposition *by*. Examples of the usage of *by* are 'by Leia' or 'by hand and heart – Amanda Egilson'. Nothing else in the advertisement was in English. Why the English preposition *by* was there could be argued being peculiar, since everything else was in Swedish. At least in the 'by Leia' case, since 'by hand and heart – Amanda Egilson' had more than one word in English. However, if being guided back to Kelly-Holmes (2005:71f) who discussed how companies want to be modern, and cosmopolitan it could be understandable. One could also consider Piller (2001) and her statement that everybody wants to be a "global player". This is something that could be seen as fathomable. The only problem could be that it is less fathomable when the rest of the advertisement is in Swedish. Erixell (2013:38ff) found that English was being overused in Swedish advertisements. What the author of this study found is that English is not overused when observing how many Swedish companies use only English in their advertisements. However, when observing how many companies use any amount of English, one could agree with Erixell (2013:38ff) that it is overused. In the example of 'by Leia', the advertisement was for jewelry, in association with the Swedish 'Barncancerfonden', which is an organization that gathers money for the sake of research in the area of children with cancer. From time to time, they have

collaborations with companies like ‘by Leia’. People can for instance; buy a necklace, and a certain amount of the earned money will go directly to ‘Barncancerfonden’. When observing younger companies a trend could be observed, and this trend was the use of the English language. It was rather common that newer Swedish companies, for instance, ‘Novastar’, and ‘Maxomorra’ used English in their advertisements. This could be connected to Seidlhofer’s (2011:7) argument about how the Internet, and how the online activity have accelerated the process of English being a lingua franca. All of the companies that were observed in this study had a website. However, 72 companies did not have an English version of their website. The companies ‘BVS’, ‘Apollo’, ‘Libero’, and ‘Trygghansa’ are examples of companies that had websites entirely in Swedish. An interesting finding was that the companies ‘Babyfrog’, ‘Advertise’, ‘Truckparts.se’, and ‘Sprintbooster.se’ all have websites entirely in Swedish, whilst their names are in English.

Figure 5 and Figure 6 are two examples of how English can be used in print advertisements.



Figure 5 Advertisement for ‘Penclic’

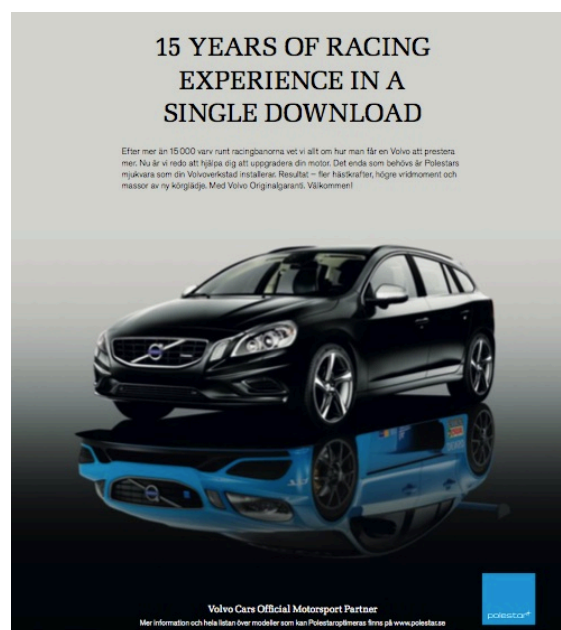


Figure 6 Advertisement for ‘Polestar’

Technically there is more Swedish used in the advertisements when regarding the word count. However, when observing the visibility of the languages there is more English than Swedish. In the ‘Penclic’ advertisement there were 92 words. 11 of the

words were in English. Which means that 11,96% out of the advertisement is in English. However, English is far more visible. In the ‘Polestar’ advertisement 18 out of the 82 words were in English which is 21,95%. However, as in the ‘Penclit’ advertisement the English language is far more visible than the Swedish language. Hornikx et al (2010) completed a survey where they found out that their respondents appreciated English, if the language was easy to understand. It is very likely that the respondents from the same survey would appreciate the advertisement for ‘Penclit’. People who think similarly to the respondents in the study conducted by Hornikx et al (2010) could also appreciate the advertisement for ‘Polestar’.

4.3 On the use of English in 63 foreign companies’ advertisements

Figure 7 shows how foreign companies use English in their advertisements for Sweden. Kelly-Holmes (2005), Hornikx (2010), and Piller (2001) have discussed this topic and this can be seen in the background section on pages 3-6 in this study.

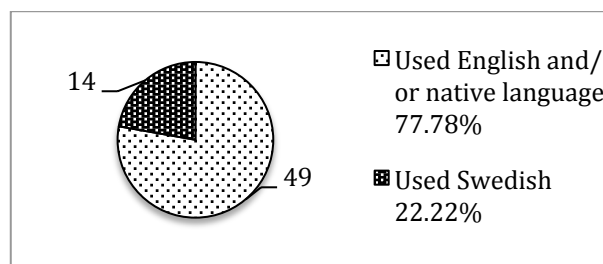


Figure 7 The use of English in foreign companies' advertisements

The result in this chart was not surprising. It was expected that companies from foreign countries would use English to a greater extent than the Swedish companies. ‘Samsung’ had an advertisement where the ratio was 34 to 4 between Swedish, and English words. ‘Visit Malta’ on the other hand had a ratio of 5 to 12 between Swedish, and English words. There were not any advertisements where there were 50% Swedish words, and 50% English words. However, not every company used English. For instance, ‘UNICEF’ did not use English, even though it is an international organization that operates in almost every country on this planet. ‘Toyota’ and ‘Pampers’ are other companies, which used exclusively Swedish in their advertisements. Figures 8 and 9 below show the advertisements for the two companies ‘Volkswagen’ and ‘BMW’.



Passat Premium R 4MOTION.
Anpassad för svensk vinter.

Både resan till fjällen och kontoret blir roligare med Passat Premium R. En kraftfull TDI 177 hk motor, snabb och smidig DSG-automatväxellåda och 4MOTION fyrhjulsdrift gör körningen till ett rent nöje. Passat Premium R har dessutom ett extra sportigt yttre, som på insidan matchas med sportstolar i läder och snygga interiördetaljer.

Just nu kan du även välja till vårt Ski Team-paket som innehåller parkeringsvärmare och takbox. Välkommen in för att uppleva en bil som är anpassad för svensk vinter.

Läs mer på vwskiteam.se



Das Auto.

Bränsleförbrukning/Mixed körling 5,6-5,7 l/100 km. CO₂-utsläpp/Mixed körling 146-147 g/km. Miljöklass E375. Bilen på bilden är extrastruktad.

Figure 8 Advertisement for 'Volkswagen'



SCENEN ÄR DIN.

NYA BMW Z4 ROADSTER.
PREMIÄR 16 MARS.

Attisid med BMW Fin Service 12 år/100 000 mil. Ny BMW Z4 Roadster. Effekt till 190-242 Hk. Bränsleförbrukning vid blandad körling enligt EU-norm från 6,0-6,4 l/100 km. Koldioxidutsläpp från 159-219 g/km. Miljöklass E335.

BMW EfficientDynamics
Mer kraft. Mindre förbrukning.

Figure 9 Advertisement for 'BMW'

Some companies such as 'Audi' and 'Volkswagen' chose to keep their slogans "Vorsprung durch Technik" and "Das Auto" intact in German, without translating them. The rest of the advertisements were however, in Swedish. 'BMW', on the other hand had their slogan, which is "När du älskar att köra", in Swedish. Kelly-Holmes (2005:46f) discussed the case of Audi in her book, and wrote that Audi does not translate their slogan. What they probably want to convey, is that the car is German without any doubt. They are proud of their German engineering. 'Volkswagen' is in the same corporation group together with 'Audi', and the manufacturers work together in many ways. One example of their alliance is that 'Volkswagen' also kept their slogan in German. "Das Auto" is the slogan, which could sound better in one's ears than the Swedish equivalent "Bilen". Why 'BMW', on the other hand chose, to have a Swedish slogan, and why they differentiate themselves from the other two German car manufacturers is hard to say. Piller (2001) argued that companies want to be seen as "global players". However, 'BMW' possibly want to domesticate themselves in Sweden. They might have the aim of presenting themselves as a company that manufactures cars for typical Swedish people. 77.78%, or 49 of the 153 advertisements had at least some English language in them however; most of them were to a great extent, or entirely in English.

5. Conclusion

The research questions for this study were: (1) how is English used in Swedish advertisements? (2) How do Swedish companies use English in their advertisements? And (3) How do the Swedish companies in this study use English on their websites? Overall, the research questions were answered. English is used in Swedish advertisements to a great extent. 51% of the total advertisements had some kind of English, which is a fairly high number, considering that these were Swedish magazines targeted at people from Sweden. English was used in many different ways. In some cases it was one word, and others were completely in English. Some of the advertisements, for example, 'Penclit' had a mixture of Swedish and English. However, the two languages were still separated and were not used in the same sentence together. Something that was not expected was that domestic products such as diapers (in the case of 'Pampers') would have been advertised completely in Swedish.

In addition, a small surprise, considering the results of the recent studies of English in Swedish advertisements, was that 40.52% of the advertisements had English in them. One assumption before engaging in this work was that the number would be higher. This intuition was based on unsystematic observations while reading magazines. However, it seems likely that English will be used more and more in Swedish magazine advertisements in the future based on the fact that English is a global language. The Internet is expanding, and almost everyone in the Western world has access to a computer. Therefore, if a company has a website in English, they will probably be noticed from across the world with the proper amount of advertising. Because of the globalization in the world today many people travel to other countries, and as tourists they often acquire magazines. If they do not understand the language, they might be able to at least glance through the pictures in these magazines and their advertisements. Companies most likely know this, and it can therefore be a useful strategy for them to use English.

The strength of the method used in this study was that it was easy to document the advertisements by saving them digitally on a computer. The material was also very good, even though one magazine that the author of this study planned on using in this study had to be substituted, because it did not have enough advertisements.

Further research in this area could be performed through comparing different types of media in order to see in which media English is used most. One could argue that it would be interesting to see the difference between for instance, billboards, TV, radio, and magazines. An interesting study would also be to ask a group of people what their thoughts and ideas are about the usage of English in Swedish advertisements.

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Table of figures

Figure 1 English in a selection of Swedish advertisements.....	14
Figure 2 Advertisement for 'Novastar'.....	15
Figure 3 Advertisement for 'LEGO'.....	15
Figure 4 The use of English in Swedish companies' advertisements.....	17
Figure 5 Advertisement for 'Penclie'.....	19
Figure 6 Advertisement for 'Polestar'.....	19
Figure 7 The use of English in foreign companies' advertisements.....	20
Figure 8 Advertisement for 'Volkswagen'.....	21
Figure 9 Advertisement for 'BMW'.....	21